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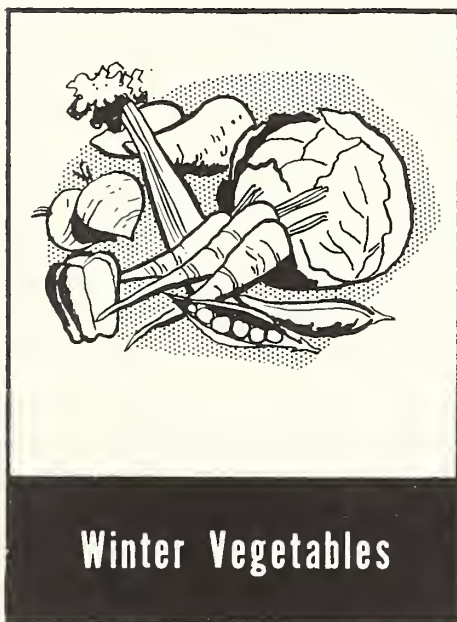
# 1964

## Acreage Marketing Guides

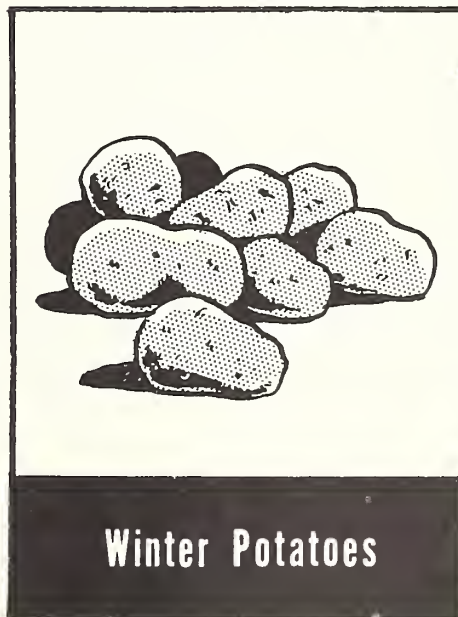
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## F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyze the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies — enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1964 Acreage Marketing Guides  
Winter Vegetables and Winter Potatoes

The basic purpose of the acreage-marketing guides is to assist vegetable growers in their acreage planning so that the resulting production will be in balance with market requirements. The action of every grower has an impact upon the eventual market for a given commodity. Thus, to improve prospects for a successful season, each producer should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1964 acreage of snap beans be reduced 5 percent from the acreage planted in 1963, every grower of winter season snap beans should reduce his plantings by 5 percent.

I. 1963 REVIEW AND RECOMMENDATIONS FOR 1964

Winter Vegetables: Producers of vegetables in southern and western states received very high prices for their weather damaged 1962 winter crops. The favorable returns apparently generated a feeling of optimism regarding the market potential in 1963. Plantings of many crops were boosted significantly. Increases in Florida ranged from 3 percent for celery up to 20 percent for green peppers. California growers expanded carrot plantings more than a third and acreage of the State's important lettuce crop was up 12 percent. Lettuce also showed a gain of a fifth in Arizona where a sharp expansion of this crop has been underway for several years. It is likely that similar increases would have been made in Texas. But dry weather during the fall months was detrimental. The only increase noted was in carrots -- up a tenth.

The effect on supply of the acreage expansion was never fully realized because of unusually cold weather in all producing areas. Low temperatures in mid-December caused heavy damage in Florida. Tender crops were particularly hard hit but even the more hardy vegetables such as celery and cabbage suffered through yield reductions and delayed growth. Shipments from the State were very light from late December through mid-February and prices were high. But the last portion of the winter season witnessed a steady increase in supplies. Relatively low prices prevailed as the season drew to a close. Some quantities of celery and escarole were not sold because of unfavorable markets. In spite of the late season difficulties, prices received by Florida growers for their crops ranged from moderate to high levels.

Freezing weather struck in Texas, California and Arizona in mid-January. But damage to winter vegetable crops was minor. Carrots were in surplus throughout the season. The large supply available in Texas restricted out-of-state movement of California carrots; a portion of the crop was not marketed. The cold weather proved to be a boon to lettuce growers, preventing any substantial build-up in supplies available for harvest. In most years, a lettuce acreage as large as in 1963 would lead to considerable marketing problems.



In total, fresh vegetable production in the winter of 1963 was 5 percent more than in 1962 and 35 percent above the 1947-49 average. The index of prices received by growers was more than a fifth below the extremely high level in 1962 but nearly equal to average. Gross returns totaled 143 million dollars compared with 165 million a year earlier.

The 1964 guides call for an aggregate planted acreage 7 percent less than in 1963. The recommendations assume that weather conditions will permit usual planting schedules and that average yields in recent years will be obtained. With these conditions, the aggregate production from the guide acreages would be 4 percent less than in 1963 but 4 percent more than the 1957-61 average. The reduction in total output reflects, to a large degree, suggested smaller crops of carrots, celery and tomatoes, but reductions also are recommended for snap beans, sweet corn, cucumbers and escarole. For all other vegetables, supplies larger than in 1963 would be desirable. With normal marketing patterns by commodities, supplies would be adequate for all normal outlets under prospective demand conditions.

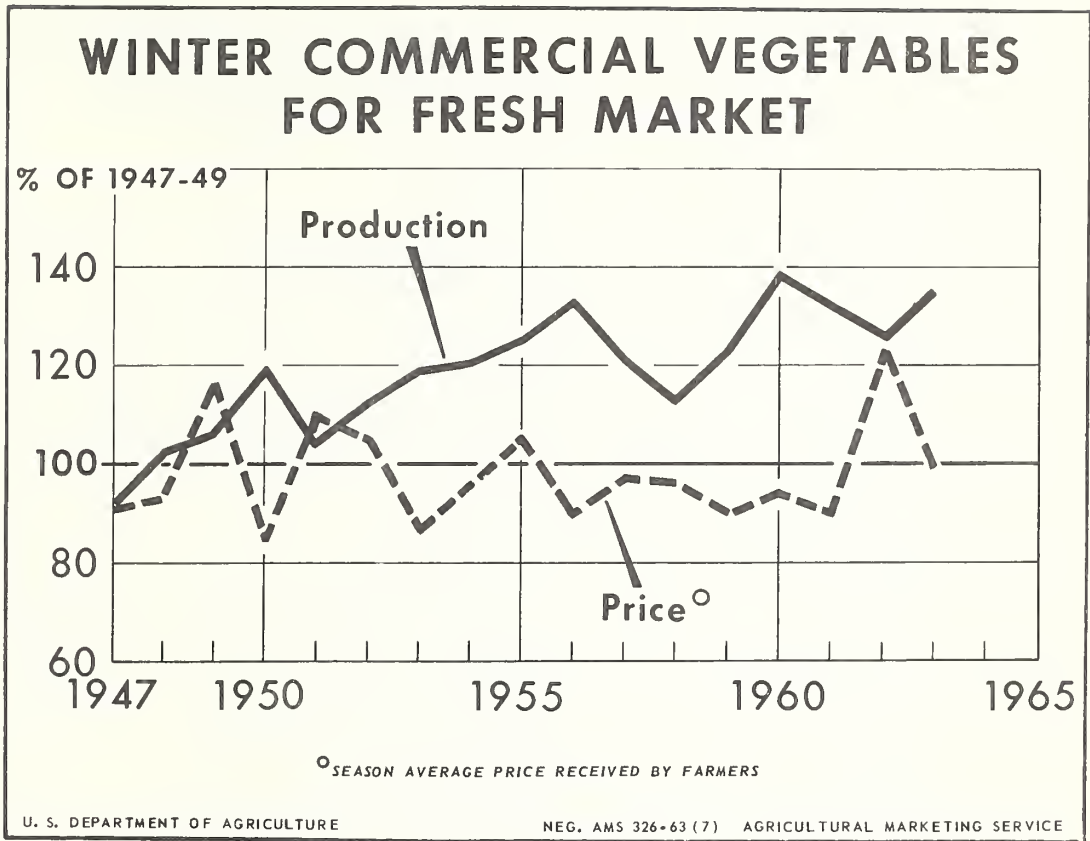
Winter Potatoes: Plantings of winter potatoes in 1963 were 7 percent below 1962 and the smallest since 1952. Although yields were high, production was 5 percent less than a year earlier. Markets were not favorable.

Producers of potatoes for harvest during the winter season have been encountering increasing pressure from supplies in storage and processed potato products. In earlier years, these winter crops moved successfully to specialized or nearby local markets. But more recently the expansion of competing supplies has been limiting market opportunities for the winter crop. Total stocks in storage on January 1, 1963, amounted to 118 million hundredweight, 4 percent below a year earlier but 16 percent above the 1957-61 average. In addition, supplies of most processed potato products were at record levels throughout the season.

The 1963 fall crop acreage for harvest is estimated at 973 thousand acres, only 1 percent less than a year earlier. With average yields production will approximate that in 1962. It is likely that stocks will be excessive again in 1964.

The guides recommend a 1964 acreage in Florida 5 percent less than in 1963 and an acreage equal to 1963 in California. With average yields, this suggested acreage would result in a crop slightly less than in 1963.





The aggregate acreage of vegetables for winter harvest has been declining gradually since the late 1940's. But improved yields have been more than offsetting; the production of winter season vegetables has trended upward. Total output in 1963 was more than a third above the 1947-49 average. Prices received by growers in 1963 were down from the unusually high levels of the previous year but about equal to the 1947-49 average.

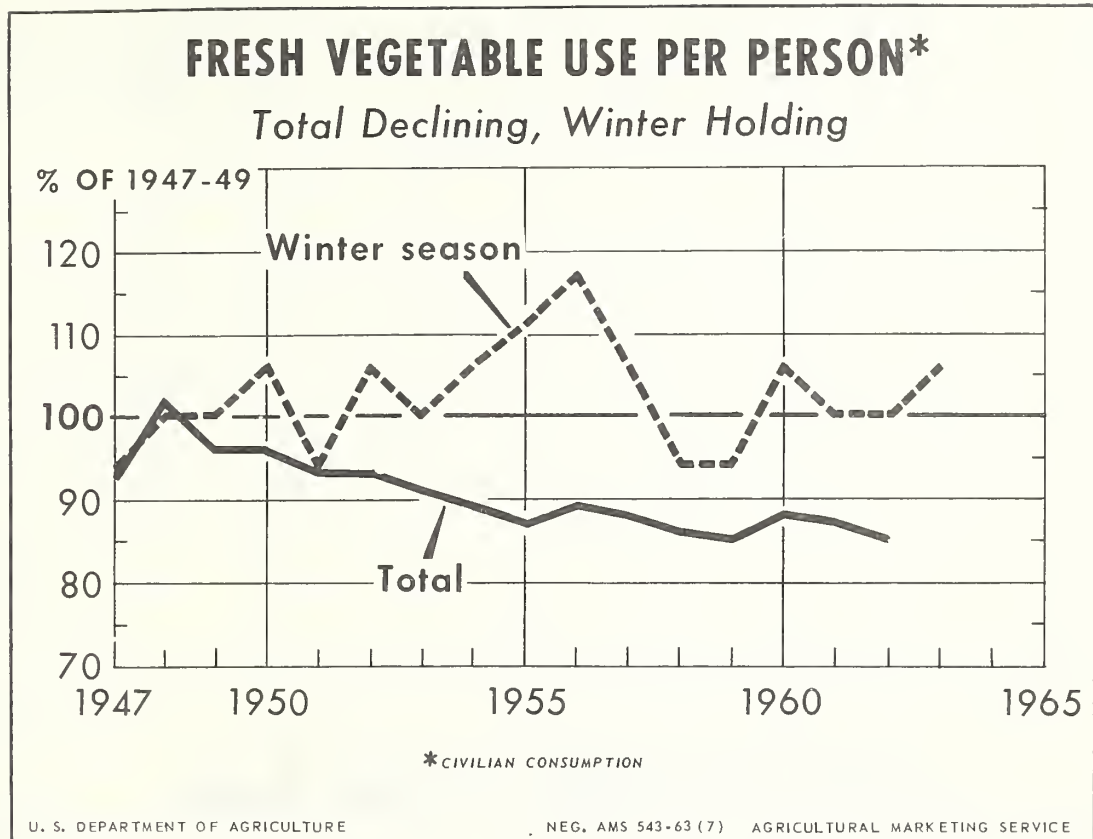
Specific acreage recommendations for 1964 winter vegetables are as follows:

Commodity	: Percentage change in 1964 planted : acreage compared with 1963 (percent)
Snap Beans	Minus 5
Beets	Plus 10
Broccoli	No change
Cabbage	Florida: Minus 5 Texas: Plus 5 All other states: No change
Carrots	Minus 20
Cauliflower	No change
Celery	California and Florida: Minus 7 Arizona: No change
Corn Sweet	Minus 5
Cucumbers	Plus 10
Escarole	Minus 15
Kale	No change
Lettuce	Florida, California and Arizona: Minus 5 Texas: No change
Green Peppers	Minus 5
Spinach	Texas: Plus 15 California: No change
Tomatoes	Minus 10
Potatoes	Florida: Minus 5 California: No change

## II. DEMAND FOR VEGETABLES IN THE WINTER OF 1964

A continued expansion of total economic activity is anticipated during the last half of 1963 and into the winter of 1964. Total private investment may show little change, with a decline in inventories offset by increases in fixed investments. But total employment and government spending at federal, state and local levels are likely to show further increases. Consumer income will be maintained and the demand for food will continue at a high level.

The demand for fresh vegetables in total has been declining over the years, with consumers shifting their purchases to processed products. Since 1947, the use per person of fresh vegetables has declined approximately 15 percent. But producers of winter season vegetables have experienced a stronger demand than those marketing during other seasons. Per capita consumption of winter vegetables has held close to 1947-49 levels. A continued strong demand is likely in 1964. However, prices for individual commodities will largely depend upon the volume of production, timing of harvests and the quality of the products offered to the consumer.



### III. FOREIGN WINTER VEGETABLE PROSPECTS

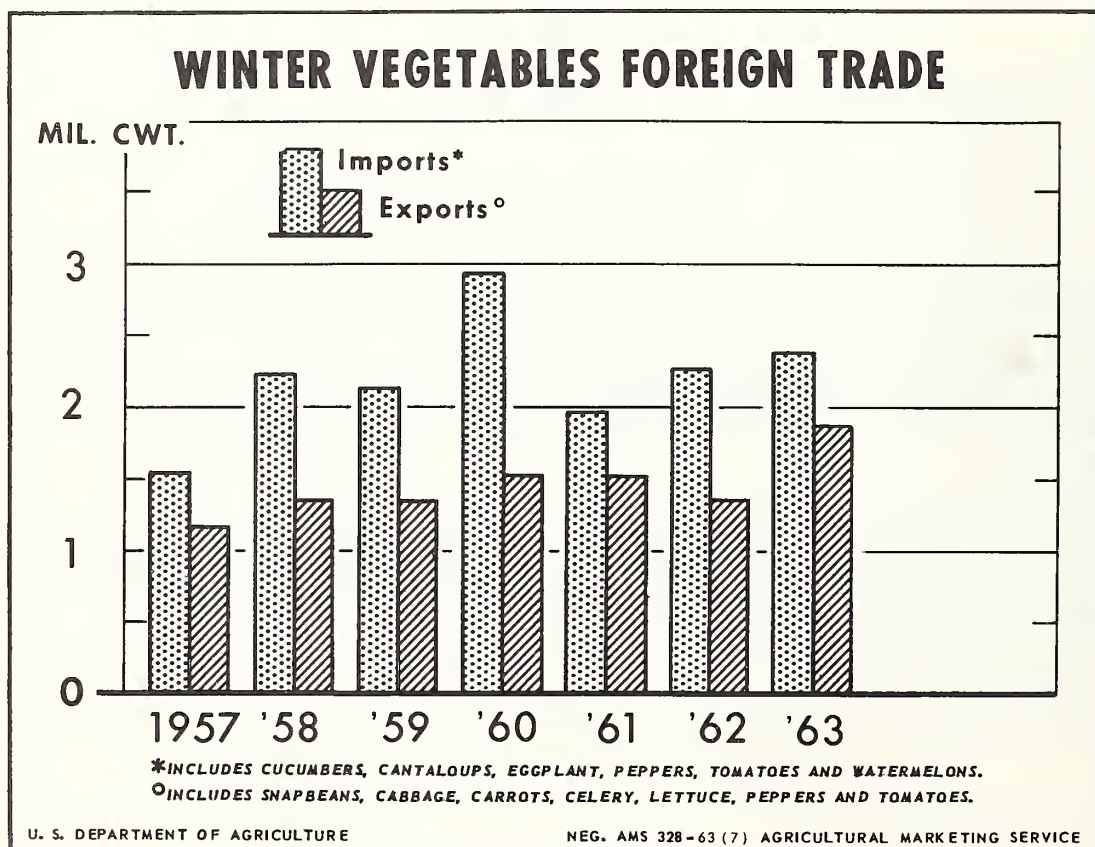
Exports: Total exports of fresh vegetables increased almost 25 percent during the November-April period of the 1962-63 season compared to the same months of last season. Carrot exports more than doubled and celery increased about 20 percent. These increases were due to a very strong demand in several Western European countries, particularly in the United Kingdom. Exports of other vegetable items, which go mostly to Canada, were down slightly.

Foreign trade prospects are favorable for next season. The Canadian surcharge has been removed and there is an expanding demand for some of the hardy vegetables in Europe. It is expected that exports of winter vegetables will increase in 1963-64.

Winter Vegetables: Exports from the United States by months, 1962-63

Commodity	1962		1963				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1962-63:	1961-62
----- 1,000 cwt. -----								
Lettuce	165.5	192.8	126.9	122.3	131.0	230.0	968.5	973.1
Celery	60.5	134.9	150.9	100.6	130.1	109.4	686.4	566.7
Carrots	9.0	23.3	54.6	261.7	404.5	290.6	1,043.7	455.7
Cabbage	2.4	40.8	60.6	72.7	111.7	115.1	403.3	445.4
Peppers	9.4	12.0	3.9	5.9	19.6	10.8	61.6	61.4
Tomatoes	72.2	82.1	21.0	6.1	47.9	64.5	293.8	324.0
Beans, Green	17.0	25.8	13.9	15.3	14.7	25.4	112.1	87.1

Compiled from records of the Census Bureau.



Imports: Imports during 1962-63 of the six major winter vegetables increased 9 percent over the volume during the November-April period last season. Tomatoes represented more than one-half of the total tonnage, and showed a gain of 4 percent. Melon imports were up sharply and accounted for most of the total increase in vegetable imports. Total cucumber imports were the same as in 1961-62, but the volume from Mexico was about a third more than last season. Mexico's share of the cucumber imports has been increasing sharply for the past three years.

It is likely that imports of winter vegetables will continue the upward trend of recent years. However, the total tonnage is always influenced to some extent by the prevailing price levels in the United States.

Winter Vegetables: Imports into the United States by Months, 1962-63

Commodity and	1962		1963				:Total 6 months	
Country of Origin:	Nov.:	Dec.:	Jan.:	Feb.:	Mar.:	Apr.:	:1962-63:	1961-62
	-	-	-	-	-	-	-	-
	1,000 cwt.							
<u>Peppers</u>								
Mexico	1.1	1.9	34.2	42.2	25.8	28.4	133.6	157.1
Dom. Rep.	--	--	.2	.8	.5	.2	1.7	1.7
<u>Eggplant</u>								
Mexico	.6	4.2	7.9	6.8	4.2	3.4	27.1	17.1
Haiti	--	--	--	.3	7.7	--	8.0	4.9
<u>Tomatoes</u>								
Canada	1.3	.3	.3	4.3	1.8	--	8.0	12.3
Mexico	2.7	94.0	372.5	612.2	523.8	515.5	2,120.7	2,023.8
Dom. Rep.	.4	--	.2	.1	--	--	.7	6.7
Bahamas	--	--	.7	--	--	--	.7	3.4
Guatemala	--	.2	--	.3	.3	--	.8	1.0
<u>Cucumbers</u>								
Mexico	--	26.3	75.6	45.4	30.4	15.6	193.3	146.0
Bahamas	--	2.8	69.7	116.2	51.1	--	239.8	321.1
Honduras	--	--	17.1	34.8	--	5.4	57.3	7.8
Guatemala	--	--	--	--	--	--	0	28.4
Haiti	--	--	19.7	46.9	--	5.7	72.3	59.2
<u>Cantaloups</u>								
Mexico	--	1.1	4.2	12.8	118.0	436.0	572.1	481.0
<u>Watermelons</u>								
Mexico	.6	--	1.5	19.0	81.3	225.8	328.2	172.0

Compiled from records of the Census Bureau.



#### IV. PROCESSED VEGETABLES

Canned: Aggregate supplies of canned vegetables were record-large during the first quarter of 1963 with practically every commodity available in abundance. The only exceptions were moderate holdings of canned peas and light holdings of spinach. Among the more important vegetables, stocks of sweet corn and most tomato products were record-high and snap bean stocks were only slightly below the record in 1962.

Prices for most canned vegetables held at low levels during the winter and spring of 1963. This, together with reduced supplies of many fresh items, resulted in a very heavy utilization. Even so, carry-overs into the 1963 packing season generally were large.

Preliminary acreage and production data indicate that 1963 packs of lima beans, sweet corn, tomatoes and tomato products will be smaller than in 1962. Green pea, snap bean and spinach packs will about equal last year, but the beet pack may be larger. In the aggregate, supplies of canned vegetables available during the 1963-64 marketing season are likely to be at least moderately smaller than in 1962-63.

Frozen: Aggregate supplies of frozen vegetables also were record large during the winter months. Holdings of lima beans, snap beans, sweet corn, carrots and peas in particular were heavy. Low prices for the processed products and frequent shortages of fresh vegetables contributed to a high rate of use. Significant gains were achieved for corn, peas and spinach, and the movement of snap beans was up more than a fourth.

The prospective frozen vegetable supply situation in early 1964 is for heavier spinach stocks but slight reductions from 1963 levels for most other vegetables. The 1963 spring spinach pack was large and current stocks are heavy. Plantings of snap beans for freezing are indicated to be 5 percent larger than in 1963 but with yields equal to the average of recent years the frozen pack likely would approximate that in 1962. Acreages of other major commodities are down and packs probably will be smaller. However, much of the effect of pack reductions will be offset by the heavy carry-overs. Supplies of frozen vegetables likely will continue to exceed market requirements in 1963-64.



SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN  
VEGETABLES, WINTER SEASON, 1961-62-63

Commodity	: Total Supply January 1			: Disappearance Jan. 1 - Mar. 31		
	: 1961	: 1962	: 1963	: 1961	: 1962	: 1963

(Million cases basis 24/303's)

Canned Vegetables 1/

Lima Beans	2/ 2.7	3/ 3.6	3/ 3.5	3/ .7	3/ 1.0	.8
Snap Beans	21.5	27.0	26.4	9.7	10.6	10.6
Beets	6.4	7.3	8.5	3/ 2.8	3/ 3.0	3/ 3.1
Carrots	3.7	3.2	3.7	3/ 1.1	3/ 1.4	3/ 1.5
Corn, Sweet	25.4	33.0	36.9	10.2	12.1	12.7
Peas, Green	20.3	18.7	20.5	8.4	8.1	8.1
Spinach	3.6	4.0	3.1	4/ 1.4	4/ 1.7	4/ 1.5
Tomatoes	20.0	21.8	24.9	8.7	8.7	9.8

Frozen Vegetables

Million Pounds

Lima Beans	100.7	130.5	143.1	33.4	33.4	30.8
Snap Beans	108.5	142.2	140.4	44.8	47.6	60.5
Corn, Sweet	99.0	140.4	150.9	37.3	45.6	47.5
Peas, Green	174.3	209.7	217.1	81.9	86.2	87.6
Spinach	52.2	57.2	44.4	4/ 14.8	4/ 18.3	4/ 18.9

1/ Total supply includes canners' and distributors' stocks.

2/ Estimate.

3/ Interpolation.

4/ January 1 to March 1.

National Canners Association, Census Bureau, and "Cold Storage Report,"  
AMS, USDA.

# Winter Vegetables: 1964 Planted Acreage Guides with Comparisons

Commodity	Planted Acreage										Percent Acreage Guide is of:			
	1964	1963	1962	1957-61	1952-56	1963	1962	1961	1960	1959	1958	1957	1956	1955
	Guide	Prel.	Prel.	Average	Average	Prel.	Prel.	Average	Average	Average	Average	Average	Average	Average
	1,000 acres										percent			
Beans, Snap	19.6	20.6	19.8	21.1	26.1	95	99	93	75					
Beets	2.0	1.8	2.2	2.2	3.4	110	91	91	59					
Broccoli	3.9	3.9	4.2	3.7	5.2	100	93	105	75					
Cabbage	42.0	42.0	48.5	44.0	46.6	100	87	95	90					
Carrots	38.7	48.4	42.0	38.3	35.2	80	92	101	110					
Cauliflower	2.4	2.4	2.6	4.7	5.1	100	92	51	47					
Celery	9.4	10.1	9.3	11.7	10.1	93	101	80	93					
Corn, Sweet	10.6	11.2	10.1	9.7	9.5	95	105	109	112					
Cucumbers	2.4	2.2	2.2	2.5	2.7	110	110	96	89					
Escarole	6.5	7.7	6.5	6.9	5.1	85	100	94	127					
Kale	1.7	1.7	1.8	2.2	2.7	100	94	77	63					
Lettuce	66.1	69.3	64.2	67.3	64.6	95	103	98	102					
Peppers, Green	5.7	6.0	5.0	6.1	4.5	95	114	93	127					
Spinach	9.2	8.2	10.0	11.2	15.6	112	92	82	59					
Tomatoes	16.4	18.2	16.2	18.8	17.3	90	101	87	95					
Total	236.6	253.7	244.6	250.4	253.7	93	97	94	93					

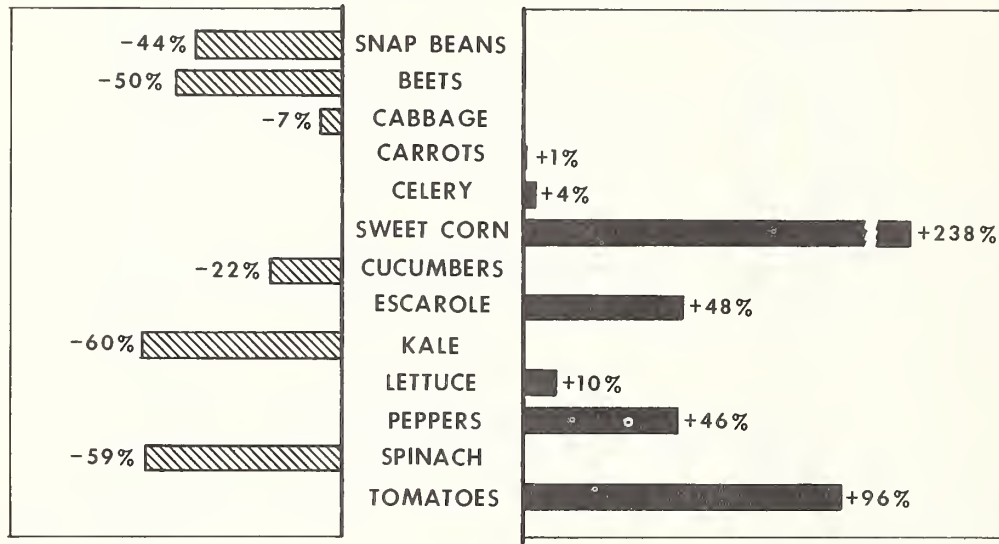
Winter Vegetables: 1964 Probable Production with Comparisons

Commodity	Production 2/				: Probable Production from			
	1964 1/	1963	1957-61	1952-56	: Acreage Guides as percent of:			
	: Guide	: Prel.	: Average	: Average	: Prel.	: 1962	: Average	: Average
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
			1,000 tons				percent	
Beans, Snap	29.8	30.6	34.8	41.0	97	86	128	73
Beets	9.2	8.6	7.6	13.8	108	121	92	67
Broccoli	9.2	5.6	4.3	12.0	164	214	108	77
Cabbage	328.8	324.5	305.3	320.6	101	108	103	99
Carrots	275.8	324.4	260.6	273.0	85	106	101	119
Cauliflower	7.9	6.2	6.4	16.2	127	123	56	49
Celery	225.9	237.6	224.2	229.8	95	101	88	98
Corn, Sweet	27.6	30.2	26.6	27.6	91	104	148	100
Cucumbers	6.2	6.8	4.6	6.8	92	135	135	92
Escarole	33.6	36.8	33.6	29.4	91	100	97	114
Kale	6.0	4.0	5.5	9.9	151	109	79	61
Lettuce	521.6	516.8	527.3	461.6	101	99	105	113
Peppers, Green	31.2	28.8	33.1	23.6	108	94	129	132
Spinach	27.1	20.8	20.0	32.8	130	136	84	83
Tomatoes	143.2	164.6	164.0	97.3	87	87	145	147
Total	1,683.1	1,746.3	1,657.9	1,565.7	96	102	104	107

1/ Computed: Planted acreage for 1964 Winter Vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual statements for particulars).

## WINTER VEGETABLES: CHANGES IN PER CAPITA CONSUMPTION FROM 1949-51 TO 1961-63\*



\*CIVILIAN CONSUMPTION

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 540-63(7) AGRICULTURAL MARKETING SERVICE

Total per capita consumption of domestically grown fresh winter vegetables has displayed no definite trend since the late 1940's. But there have been pronounced shifts in the use per person of individual commodities. Among the more important winter vegetables, in terms of volume, consumption of carrots has increased 1 percent; celery, 4 percent and lettuce, a tenth. Tomato use has nearly doubled. But significant declines have occurred for cabbage, snap beans, beets, cucumbers, kale and spinach.

1964 Acreage-Marketing Guides  
Winter Vegetables

Snap Beans

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1964 Acreage Guide and <u>Probable Production</u> (planted acreage 5 percent less than in 1963) 19,600						
		<u>1/</u> 33	595			
<u>Background Statistics</u>						
1963 Prel.	20,600	19,700	31	611	10.60	6,477
1962	19,800	19,300	36	<u>2/</u> 695	10.00	6,600
1957-61 Average	21,140	16,280	27	466	12.64	5,346
1952-56 "	26,120	24,480	34	<u>2/</u> 820	9.69	7,839

1/ 1955-62 (less 1958) average yield

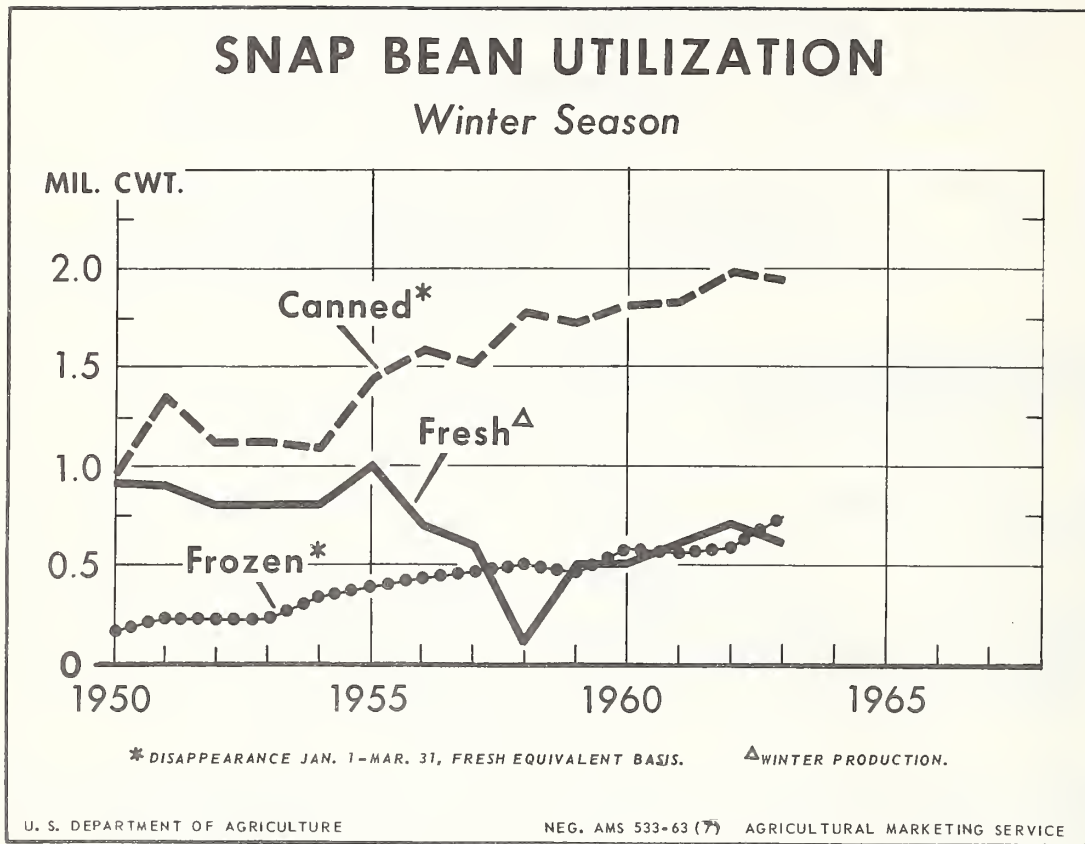
2/ Includes the following quantities (in 1,000 cwt.) not marked and excluded in computing value: 37 in 1955 and 35 in 1962.

Comments: The severe freeze in mid-December sharply distorted the marketing pattern for the 1963 winter snap bean crop. As a result of the freeze, shipments declined during the latter half of December and remained at restricted levels until late January. Crops made an excellent recovery during February. Quality was good and yields were high. Production was only slightly below the moderate level in 1962. After a sharp break in late January, prices declined at a gradual rate, reaching low levels near the end of February. Returns for pole beans continued low through most of March, but prices for other varieties improved to moderate levels.

Fresh market requirements in 1964 will be about equal to those in 1963. However, assuming average yields, less acreage will be needed. Processed snap bean consumption continued to rise during the 1963 winter season. Use of canned beans was equal to the record high level reached a year earlier and the use of frozen snap beans was up about a fourth. Supplies of these competing products are likely to be large in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage with normal abandonment and a 1955-62 (less '58) average yield will result in a production 3 percent less than in 1963.





Total consumption of snap beans during the winter months increased three-fifths from 1950 to 1963. However, all of the gain was in the processed forms. The use of canned snap beans more than doubled and in 1963 accounted for nearly 60 percent of the total. Frozen snap bean sales expanded nearly five-fold and in recent years have equalled fresh use. Consumption of fresh snap beans has recently been holding close to 600,000 hundredweight.



1964 Acreage-Marketing Guides  
Winter Vegetables

Beets

(Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and Probable Production

(planted acreage 10 percent more than in 1963)

2,000                      1/ 92                      184

Background Statistics

1963 Prel.	1,800	1,800	95	171	1.70	291
1962	2,200	1,900	80	152	1.60	243
1957-61 Average	2,220	2,220	90	200	1.32	264
1952-56 "	3,380	3,380	82	2/ 277	1.55	396

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1953, 32 in 1954, and 16 in 1955.

Comments: Plantings of 1963 winter season beets in south Texas were a fifth smaller than in 1962, largely because of restricted water supplies. However, production was 12 percent larger, reflecting less acreage loss and better yields. The January freeze caused only minor delays in harvesting in contrast to the heavy damage suffered in 1962. Shipments began about on schedule with fair volume moving during December. Moderate supplies were available from January through April. Prices averaged slightly above the high levels reached in 1962 and considerably above the 1957-61 average.

Market requirements for fresh beets declined steadily from the mid-1940's through 1959 as consumer demand shifted to the processed product. But in recent years the demand for the fresh product has been fairly stable. A winter supply in the range of 175-185 thousand hundredweight usually can be marketed at satisfactory prices. Assuming average yields are attained in 1964, an increase in acreage would be needed in order to provide an adequate supply.

1964 Guide: The 1964 guide is a planted acreage 10 percent more than in 1963. Such an acreage, with no abandonment and a 1959-63 average yield, would result in a production 8 percent more than in 1963.

1964 Acreage-Marketing Guides  
Winter Vegetables

Broccoli

(Arizona and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

3,900

1/ 47

183

Background Statistics

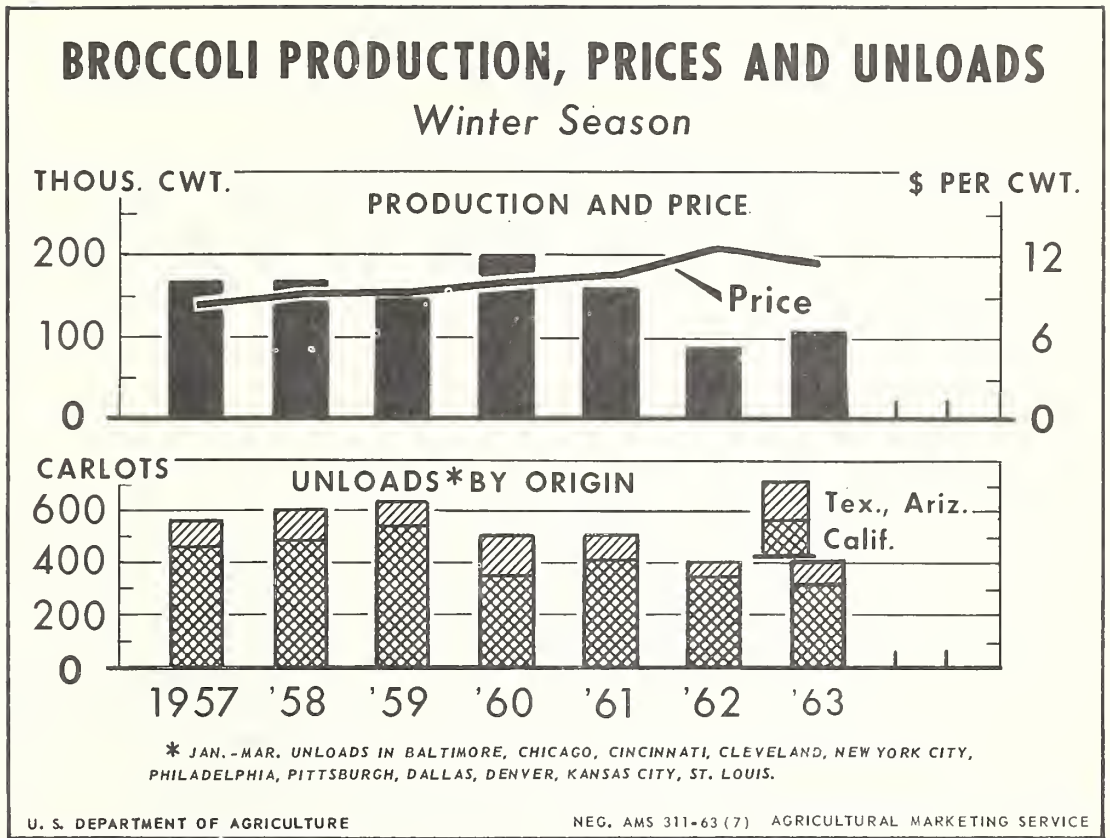
1963 Prel.	3,900	3,200	35	113	9.81	1,109
1962	4,200	2,300	37	86	12.21	1,050
1957-61 Average	3,700	3,630	47	169	9.58	1,619
1952-56 "	5,202	5,122	47	240	9.18	2,208

1/ 1957-61 average yield.

Comments: Winter production of broccoli in Texas and Arizona was approximately a third more than the limited amount produced in 1962 but considerably below the 1957-61 average. Complete acreage loss was limited to the Winter Garden and San Antonio areas of Texas. But yields were reduced in the Texas Lower Rio Grande Valley, the most important winter crop area, and in Arizona. Extremely adverse weather also prevailed in major California producing areas during the 1963 winter season. There were frequent interruptions in harvest operations throughout the season and on numerous occasions the volume of marketings was restricted due to lack of suitable quality. In addition, stocks of frozen broccoli were relatively light and there was a strong freezer demand during the winter season. This helped to maintain prices at high levels in January and early February. Much of the Texas crop was marketed during the latter half of February, however, and prices were low.

In 1964, winter crop producers should be able to market a production larger than in 1963 under favorable circumstances, provided harvest timing is normal. A sufficient increase would result with no change in acreage.

1964 Guide: The 1964 guide is a planted acreage equal to that in 1963. Such an acreage, with a 1957-61 average yield, will result in a production 8 per cent more than the 1957-61 average.



The movement of fresh broccoli into major terminal markets during the winter has trended downward since 1959. A reduction in acreage in the winter producing states is partly responsible for the decline. But adverse weather has been the primary factor. In 1962 and 1963 low temperatures caused significant crop losses in Texas. California growers also encountered production difficulties in both years and were unable to ship in normal volume.

1964 Acreage-Marketing Guides  
Winter Vegetables

Cabbage

(Arizona, California, Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

42,000                      1/ 163                      6576

Background Statistics

1963 Prel.	42,000	40,700	159	6490	2.89	18,754
1962	48,500	43,000	142	6106	3.88	23,670
1957-61 Average	44,050	41,430	155	<u>2/</u> 6412	2.10	12,912
1952-56 "	46,560	40,620	163	<u>2/</u> 6625	1.81	10,552

1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956, 273 in 1959, 412 in 1960 and 460 in 1961.

Comments: Texas growers reduced their cabbage plantings by 8200 acres from the preceding year, partly because of a shortage of irrigation water in the Rio Grande Valley. The cut was more than sufficient to offset an increase in Florida plantings, and total winter acreage was 13 percent below 1962. Fall weather allowed good crop development, but freezing temperatures were recorded in all areas during the early winter months. The first freeze occurred in Florida in mid-December, and prices rose sharply to high levels. Cold temperatures followed in Texas and in the western states in January. The resulting delays and yield reduction on early fields kept shipments from reaching normal levels until late February. During March and April, however, completely opposite conditions were recorded. Prices dropped sharply to fairly low levels as heavy supplies became available, and did not improve substantially until late April.

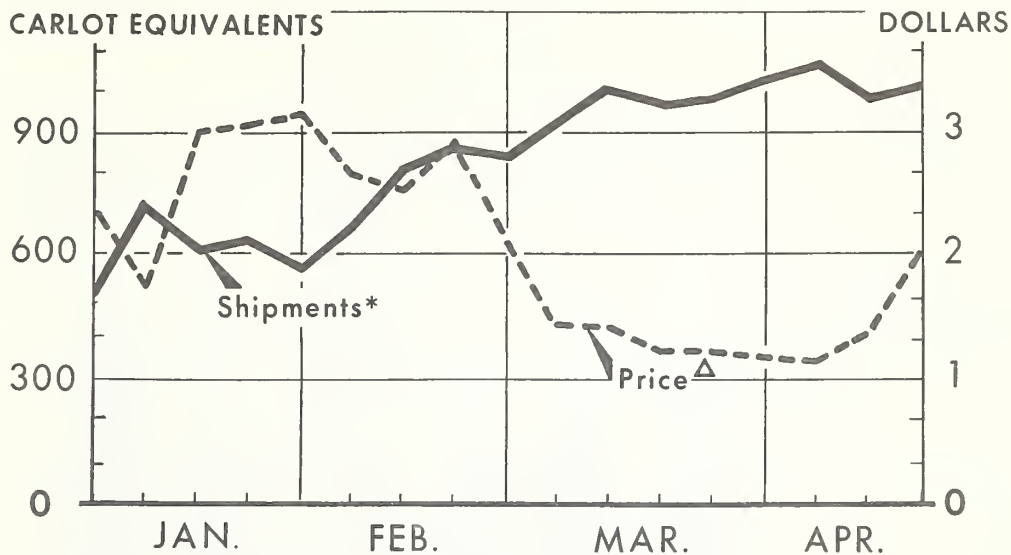
In 1964 there should be a market potential for a crop equal to that produced in 1963. And with normal weather conditions allowing better harvest timing, price variation should be less pronounced than in 1963.

1964 Guide: The 1964 guide is a planted acreage 5 percent below 1963 in Florida, 5 percent above 1963 in Texas and equal in other states. Such acreages with normal abandonment and 1956-60 average yields by states will result in a crop 1 percent more than in 1963.



# CABBAGE SHIPMENTS AND PRICES

1963 Winter Season

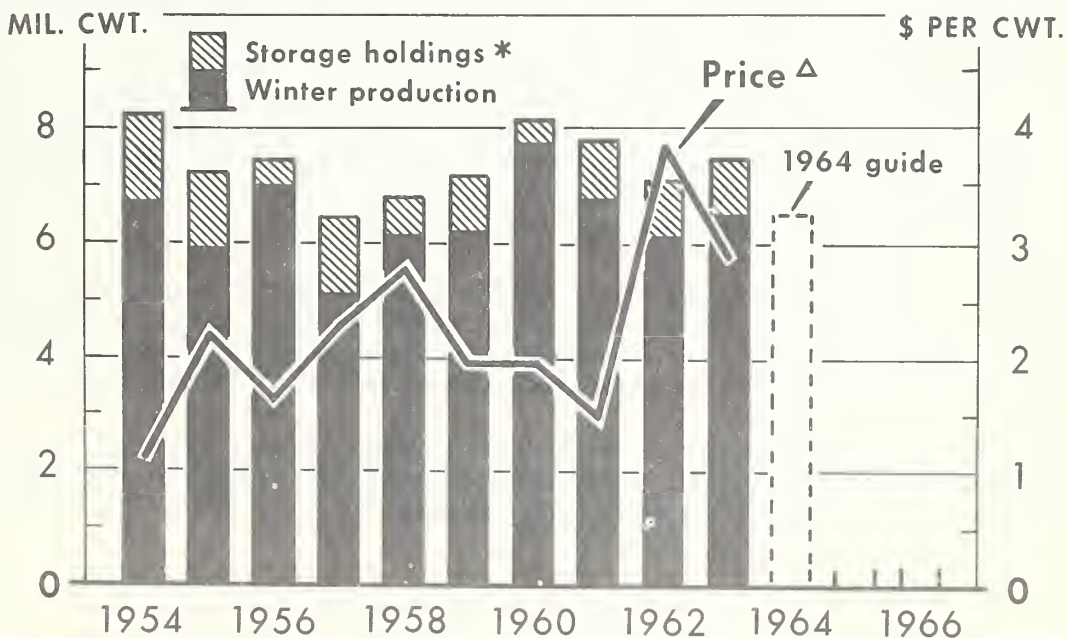


\* TOTAL U. S., RAIL AND TRUCK.    Δ DOLLARS PER 1½ BUSHEL CRATE, FLORIDA SHIPPING POINT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 535-63 (7) AGRICULTURAL MARKETING SERVICE

# WINTER CABBAGE SUPPLY AND PRICE



\* NEW YORK CABBAGE STOCKS, PRECEDING DECEMBER 1.

Δ SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 541-63 (7) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides  
Winter Vegetables

Carrots

(California and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage 20 percent  
less than in 1963) 38,700

1/ 144

5,517

Background Statistics

1963 Prel.	48,400	47,400	137	<u>2</u> / 6,489	1.50	9,717
1962	42,000	41,400	126	5,212	2.80	14,608
1957-61 Average	38,280	37,680	144	<u>2</u> / 5,461	2.29	11,811
1952-56 "	35,150	34,750	134	4,654	2.53	11,672

1/ 1957-61 average yield.

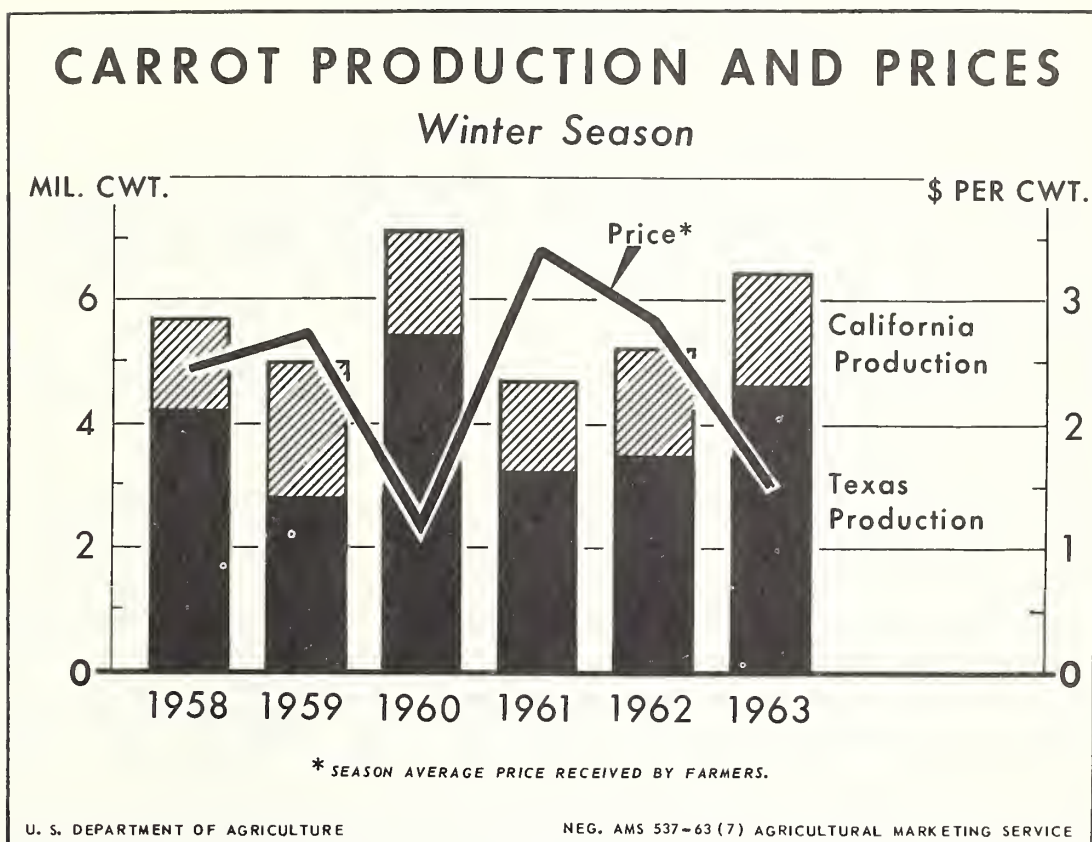
2/ Includes the following quantities not marketed and excluded in computing value: 769 in 1960 and 89 in 1963.

Comments: The volume of carrots available for sale was excessive during most of the 1963 winter season. In Texas, a record-large acreage was seeded, and in California plantings were substantially above average. Moderate prices were recorded at both the beginning and end of the marketing season. But from February through most of April when the bulk of the crop was shipped, prices were very low. In Texas, where more than 70 percent of the crop was grown, gross returns per acre harvested were only slightly above 100 dollars. In 1962 when a moderate sized crop was produced, each harvested acre returned an average of 175 dollars. Returns per acre in California were only half of what had been attained in 1962.

During the last few years, winter carrot production has varied considerably from year to year. The burdensome crops grown in 1960 and 1963 returned very low prices to growers. If satisfactory market conditions are to be realized in 1964, a substantial acreage reduction will be required.

1964 Guide: The 1964 guide is a planted acreage 20 percent less than in 1963. Such an acreage, with normal abandonment and a 1957-61 average yield, will result in a production 15 percent smaller than in 1963.





The demand for winter carrots changes little from year to year. Production, however, has varied widely in recent years and prices have reacted accordingly. The 1963 crop was a fourth larger than a year earlier. Yet it returned growers nearly five million dollars less in gross income.

1964 Acreage-Marketing Guides  
Winter Vegetables

Cauliflower

(Arizona and Texas)

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1964 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1963)	2,400	<u>1/</u> 66	158			
<u>Background Statistics</u>						
1963 Prel.	2,400	2,200	56	124	10.14	1,356
1962	2,550	1,850	70	129	10.64	1,372
1957-61 Average	4,716	4,406	63	281	9.60	2,573
1952-56 "	5,128	5,068	63	325	8.23	2,654

1/ 1960-62 average yield.

Comments: The acreage of winter cauliflower in 1963 was slightly less than in 1962, continuing the long-term downward trend. Crops in Texas and Arizona made good progress through December and high yields were indicated in early January. But during much of the remainder of January, cold temperatures with occasional frosts prevailed in producing areas in both states. Although acreage losses were small, quality and yields were reduced. Winter cauliflower producers experienced an unusually strong fresh market during the 1963 season. In California producing areas, abnormally low temperatures extended over an even longer period than a year earlier. This resulted in a sharp reduction in fresh marketings during the January-March period, with movement being nearly a fifth less than the relatively small amount in 1962.

While California production normally accounts for a major portion of the supplies moving to fresh markets, there should be ample opportunity for winter producers to market a larger output than in 1963. If more favorable weather conditions prevail, this increase could be achieved on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage with no abandonment and a 1960-62 average yield will result in a production 27 percent more than in 1963.

1964 Acreage-Marketing Guides  
Winter Vegetables

Celery

(Arizona, California, and Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1964 Acreage Guide and Probable Production  
(see 1964 guide below)

9,390                      1/ 488                      4,518

Background Statistics

1963 Prel.	10,090	9,890	480	<u>2/</u> 4,752	3.42	16,268
1962	9,280	9,180	488	4,483	5.19	23,252
1957-61 Average	11,730	11,418	451	<u>2/</u> 5,123	3.49	17,419
1952-56 "	10,106	10,032	460	<u>2/</u> 4,597	3.39	15,488

1/ 1961-63 average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 54 in 1952, 53 in 1953, 43 in 1954, 491 in 1959, 33 in 1961 and 144 in 1963.

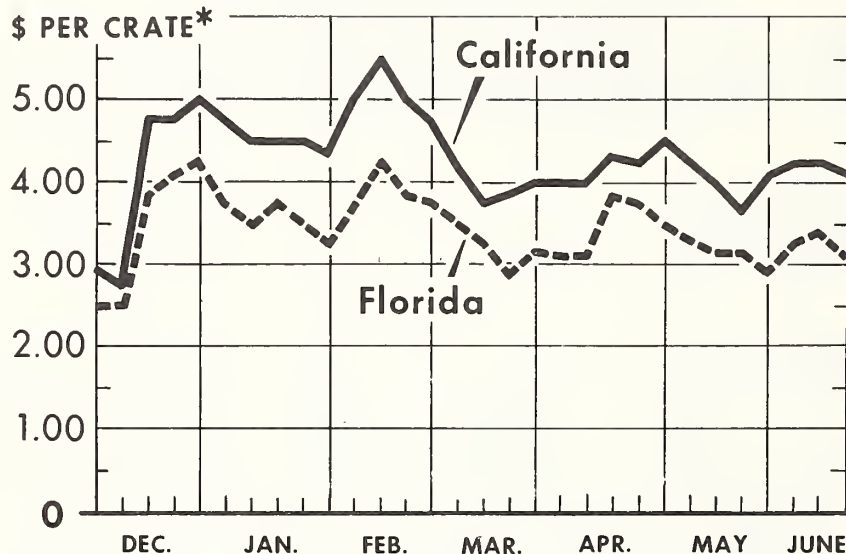
Comments: Total plantings were increased 9 percent compared with 1962, when a below-average production returned a near-record price. Yield per acre was down slightly in 1963. This only partly offset the increase in acreage, and production was 6 percent more than a year earlier. In Florida, a severe freeze in December and heavy rains in February affected crop harvest, as did the cold snap in January in California. Following the low temperatures, production losses were minor, but supplies showed temporary declines in quality. From start of harvest through January, 1963, total shipments held near the level of a year earlier. But shipments during February and March, 1963 totaled a sixth more than in the like months of 1962. Prices held at relatively low levels in the early and late stages of harvest. In mid-season, when adverse weather resulted in a reduction in offerings, prices were fairly high.

In the winter of 1963-64, market needs for celery are not expected to differ significantly from those of last winter. With a smaller acreage in 1964, a better market balance is likely, and the instability that was experienced in 1963 would be lessened.

1964 Guide: The 1964 guide is a planted acreage 7 percent less than in 1963 in California and Florida, and equal to 1963 in Arizona. Such an acreage, with normal abandonment and 1961-63 average yield by states will result in a production 5 percent less than in 1963.

## CALIFORNIA AND FLORIDA CELERY

*Prices at Chicago, 1962-63*



\*WHOLESALE PRICES TUESDAY EACH WEEK FOR LESS-THAN-CARLOT QUANTITIES.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 532-63 (7) AGRICULTURAL MARKETING SERVICE

Total supplies of celery available during the winter and spring of 1963 were materially larger than in 1962, reflecting crop increases in both Florida and California. In Chicago, a major point of market competition, unloads of California celery during the period January-June, 1963 were more than a fourth greater than in 1962. But Florida unloads showed a slight decrease. The shift in relative supplies resulted in a decline in the premium paid for California celery. The average differential was 86 cents per crate in 1963 compared with about \$1.00 in 1962. Prices for celery from both states were sharply lower than in 1962.



1964 Acreage-Marketing Guides  
Winter Vegetables

Sweet Corn

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production

(planted acreage 5 percent less  
than in 1963) 10,600

1/62

552

Background Statistics

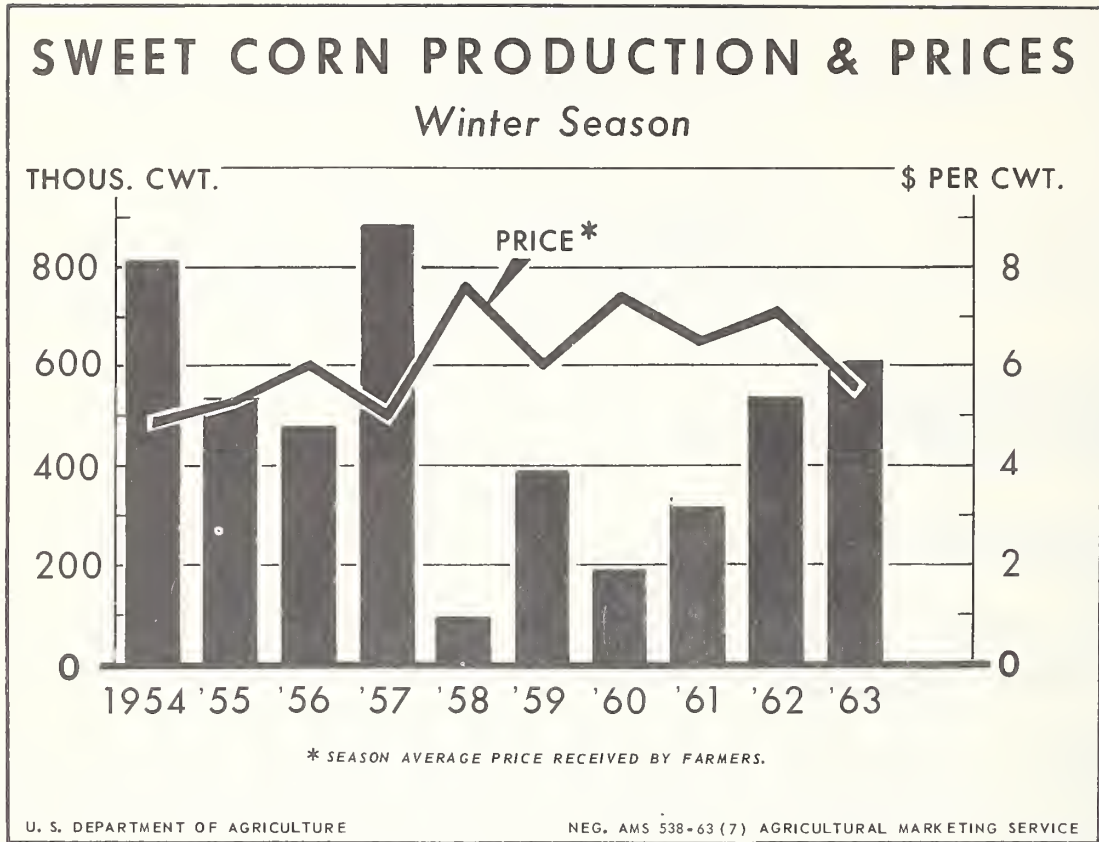
1963 Prel.	11,200	9,300	65	604	5.60	3,382
1962	10,100	8,600	62	533	7.10	3,784
1957-61 Average	9,660	6,500	54	371	6.50	2,161
1952-56 "	9,520	7,540	73	553	5.48	2,985

1/ 1961-63 average yield.

Comments: In recent years, cold weather has significantly reduced the potential output of winter season sweet corn. In December, 1963 a sharp freeze resulted in a loss of acreage in the Everglades, Dade County, and in the Pompano area. Much of this acreage was scheduled to be harvested in January and February. Total plantings in 1963 were 11 percent above 1962. Following the freeze, weather was favorable for growth, and a high yield per acre resulted. Total production was 13 percent above 1962. Supplies moved from the Everglades throughout the winter. Harvest in the Pompano area began late in January, about 2 weeks later than the start of the 1962 harvest. Shipments were heavy in March when about three-fourths of the total crop was marketed. Shipping point prices, which averaged at relatively high levels during January and February, declined sharply during March.

The market potential for winter sweet corn is expected to continue at a high level. However, a production moderately smaller than in 1963 would be in better balance with requirements. Inventories of canned and frozen sweet corn in 1963-64 are expected to be less than in the past season.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1961-63 average yield will result in a production 9 percent less than in 1963.



Growing sweet corn for winter harvest is difficult. The crop is highly susceptible to damage from cold weather and losses frequently are heavy. Consequently, production during the last decade has varied considerably from year to year. Average prices usually are substantially above those received by Florida growers during other seasons. But higher production costs and the risks of crop damage sharply reduce the attractiveness of the price premium.



1964 Acreage-Marketing Guides  
Winter Vegetables

Cucumbers

(Florida)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and

Probable Production

(planted acreage 10 percent  
more than in 1963) 2,400

1/ 69

124

Background Statistics

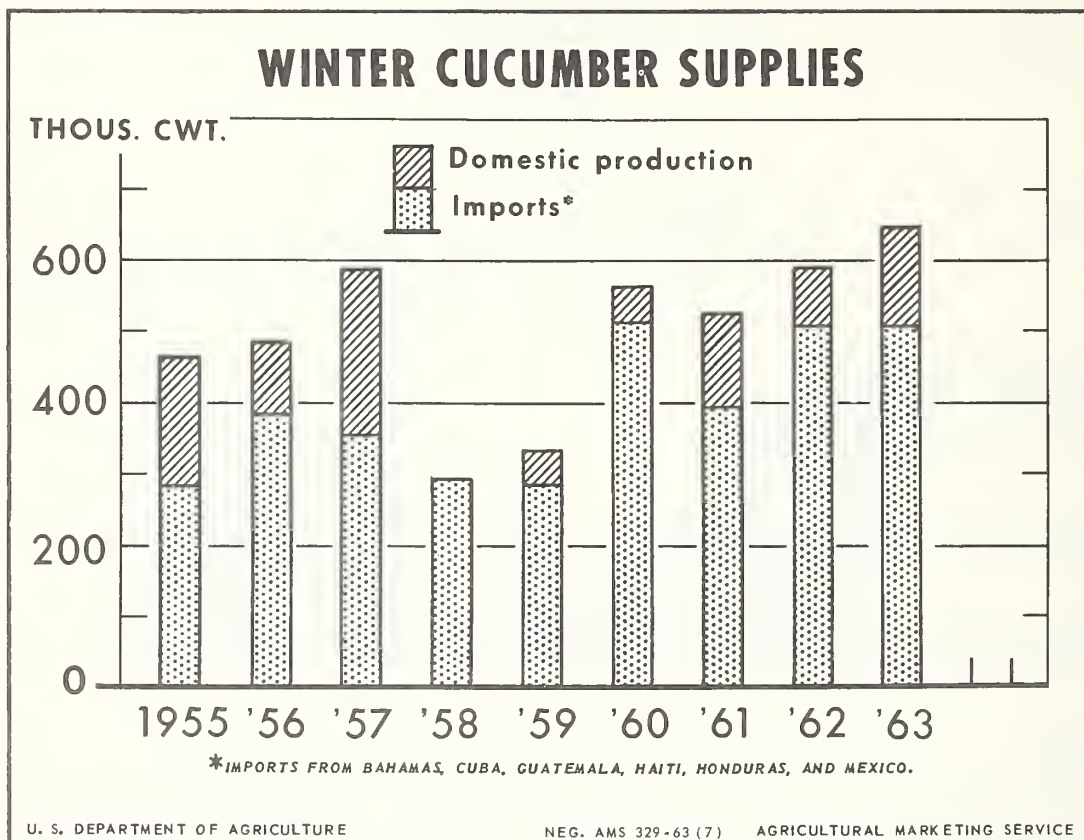
1963 Prel.	2,200	1,800	75	135	7.20	972
1962	2,200	1,400	65	91	8.40	764
1957-61 Average	2,500	1,240	55	93	8.24	839
1952-56 "	2,700	2,020	68	136	10.01	1,363

1/ 1954-63 (less 1958) average yield.

Comments: Production of cucumbers in south Florida, intended for early season harvest, was sharply curtailed by the freeze in mid-December. Subsequent plantings, however, developed nicely and the total domestic crop was much larger than in most recent years. Market prices rose sharply in December and continued at unusually high levels until the latter part of January when the volume of imports became fairly heavy. The total volume of imports was approximately the same as during the 1961-62 season. Shipments from the Bahama Islands were moderately less than last year, but those from Mexico were much greater and this region was one of the principal sources of supplies in 1963. Domestic shipments were available in light volume during the latter half of February and increased steadily during March. Low prices prevailed for late season marketings.

The comparatively high prices during 1963 may encourage production in other countries, leading to a larger potential import volume in 1964. However, price levels in this country will strongly influence the quantity imported. A domestic acreage in 1964 larger than in 1963 would still result in a moderate crop. With a more even pattern of harvests, market conditions should be more favorable.

1964 Guide: The 1964 guide is a planted acreage 10 percent more than in 1963. Such an acreage with normal abandonment and a 1954-63 (less 1958) average yield will result in a production 8 percent less than in 1963.



The Bahama Islands, Mexico and several Caribbean countries are the leading sources of cucumbers during the winter season. Imports are heaviest from late December through early March, the period when domestic grown supplies are at a seasonal low. As the tempo of harvest in Florida increases during March, import volume normally declines rapidly.

1964 Acreage-Marketing Guides  
Winter Vegetables

Escarole

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production  
(planted acreage 15 percent  
less than in 1963) 6,500

1/ 116          671

Background Statistics

1963 Prel.	7,700	7,000	105	<u>2</u> /735	4.95	3,386
1962	6,500	6,100	110	671	6.60	4,429
1957-61 Average	6,880	5,960	116	<u>2</u> /693	4.73	3,023
1952-56 "	5,140	4,540	129	<u>2</u> /588	4.56	2,511

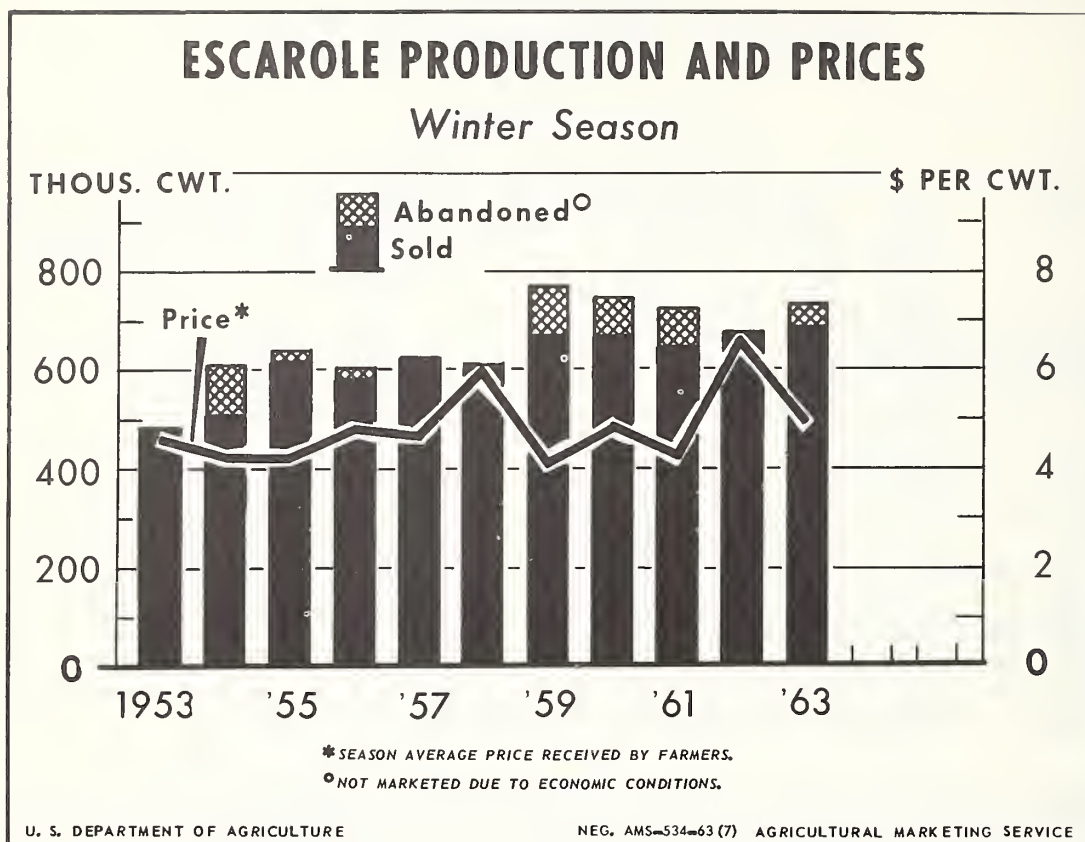
1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 48 in 1952, 104 in 1954, 21 in 1955, 12 in 1956, 99 in 1959, 80 in 1960, 76 in 1961 and 51 in 1963.

Comments: Shipments and prices for winter season escarole showed a wide range in 1963, reflecting the highly variable weather pattern. Florida producers planted a large acreage, 12 percent above the 1957-61 average. Early season supplies were heavy and prices were very low. But the December freeze caused heavy losses on mature acreage; prices rose to high levels. Crops improved steadily during the early winter months and by mid-February shipments again were heavy. Relatively low prices prevailed during the latter portion of the winter. Nearly 7 percent of the crop was not marketed because of depressed prices. For the season, average returns to growers were considerably below the high level in 1962 but slightly above average.

The long-term outlook for escarole is favorable. The consumer demand for this commodity, as well as for other salad-type vegetables, has increased significantly during the last decade and continued gains are anticipated. However, the rate of expansion in production has exceeded the gain in market requirements, resulting in frequent periods of surplus supplies and depressed prices. A 1964 acreage smaller than in 1963 should provide a crop in better balance with anticipated market needs.

1964 Guide: The 1964 guide is a planted acreage 15 percent less than in 1963. Such an acreage, with normal abandonment and a 1957-61 average yield, would result in a production 9 percent less than in 1963.



Sales of winter season escarole trended upward during the past decade. But production more than kept pace. As a result, substantial quantities were abandoned nearly every year. In 1963, 7 percent of the winter crop was not sold because of unfavorable market conditions.



1964 Acreage-Marketing Guides  
Winter Vegetables

Kale

(Virginia)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1964 Acreage Guide and Probable Production

(planted acreage equal to 1963)

1,700

1/ 71

121

Background Statistics

1963 Prel.	1,700	1,600	50	80	6.30	472
1962	1,800	1,700	65	2/ 110	6.50	676
1957-61 Average	2,160	2,160	71	2/ 153	5.00	741
1952-56 "	2,740	2,740	72	2/ 198	3.89	737

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953, 9 in 1954, 11 in 1961, 6 in 1962 and 5 in 1963.

Comments: During the early months of the season, production prospects were favorable for the 1963 winter kale crop. Relatively high yields were obtained on the early acreage, and moderate supplies moved to market during November. However, unusually cold weather in December took a heavy toll. The nearly mature crop was ruined, and plant growth was stopped. Salvage operations permitted a light movement for several weeks, but harvest was not resumed in significant volume until March. Total production was the smallest of record. Prices were low in late October and November because of heavy competition from other vegetables. But the limited supplies available during the winter months sold at high prices.

Market needs for kale trended downward from 1949 through 1959 but have since been fairly stable. Growers should be able to market successfully a 1964 crop substantially larger than in 1963. However, assuming average yields, no change in acreage would be required.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage with no abandonment and a 1957-61 average yield will result in a production 51 percent more than in 1963.



1964 Acreage-Marketing Guides  
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

66,100                      1/ 160                      10,432

Background Statistics

1963 Prel.	69,300	67,800	152	10,335	4.27	44,081
1962	64,200	60,100	175	10,546	4.51	47,597
1957-61 Average	67,320	65,840	151	2/ 9,947	3.94	36,468
1952-56 "	64,600	64,240	144	2/ 9,231	3.90	35,631

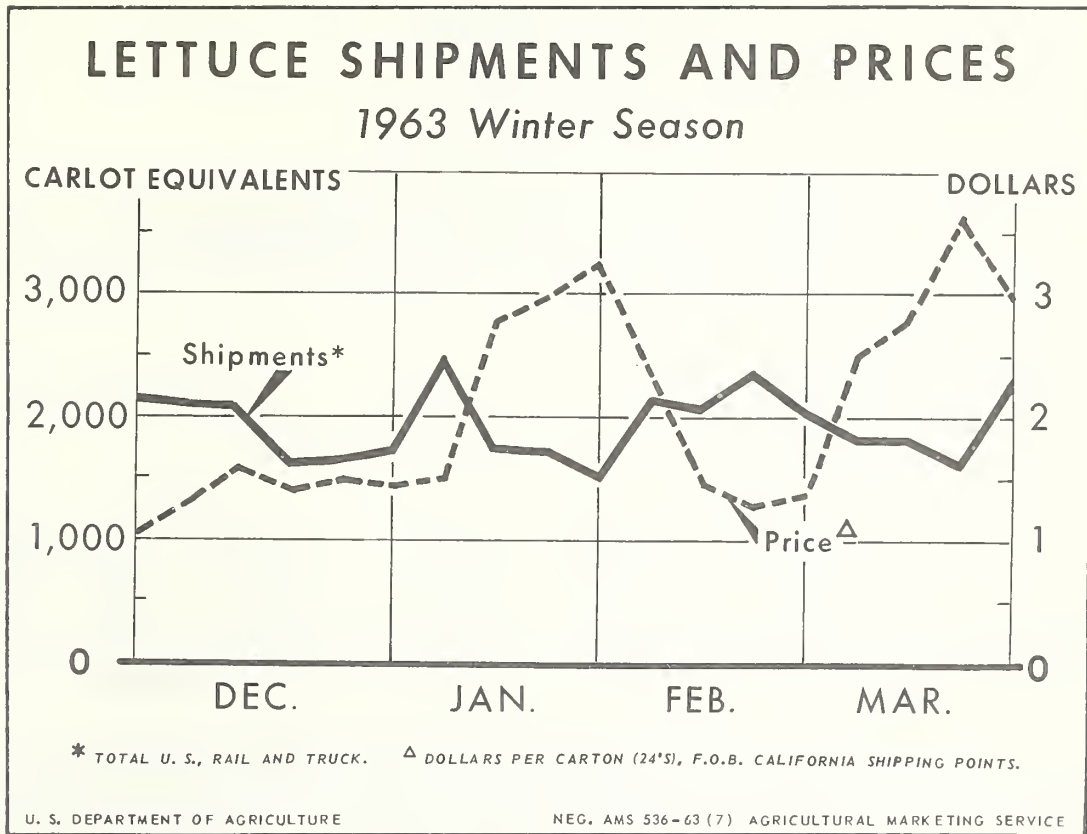
1/ 1958-62 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 208 in 1956, 858 in 1959, 1,340 in 1960, and 1,365 in 1961.

Comments: Texas acreage was reduced in 1963. But total winter plantings were 8 percent larger than in 1962 as a result of increases in each of the other states. Despite this potential for excess production, no serious marketing problems developed. Freezes occurred in each of the production areas, and in the western states, yields were substantially below a year earlier. In total, production was 2 percent smaller than in 1962. In addition to reducing yields, the cold weather served to preclude a build-up of fields ready for harvest. These delays eliminated the threat of short-term market glutting which frequently affects lettuce markets. Shipping point prices ranged from moderate to high levels throughout the season.

Winter lettuce production has exceeded 10 million hundredweight for four successive seasons. In the last two, this quantity has been marketed successfully. With average yields in 1964, a crop about equal to 1963 can be produced on a reduced acreage. With good harvest timing, growers should again be able to market a crop of this size at satisfactory prices.

1964 Guide: The 1964 guide is a planted acreage 5 percent smaller than in 1963 in Florida, Arizona and California and equal to 1963 in Texas. Such an acreage, with normal abandonment and 1958-62 average yield by states will result in a production about equal to 1963.



Lettuce prices held at moderate levels during the early part of the 1962-63 winter season. Then freezes struck the western crops in mid-January and prices rose sharply. Shippers were able to continue moving good volume, but no excessive supplies were available to weaken the price level. In only a brief period in late February did shipments reach heavy proportions. For the season, prices averaged relatively high.

1964 Acreage-Marketing Guides  
Winter Vegetables

Green Peppers

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and

Probable Production

(planted acreage 5 percent  
less than 1963) 5,700

1/ 115

623

Background Statistics

1963 Prel.	6,000	4,800	120	576	10.35	5,964
1962	5,000	4,900	135	662	9.97	6,598
1957-61 Average	6,120	5,080	91	2/ 485	14.29	5,428
1952-56 "	4,520	4,280	110	471	10.14	4,759

1/ 1955-63 (less 58) average yield.

2/ Includes 55,000 cwt. not marketed in 1961 and excluded in computing value.

Comments: Plantings for winter harvest in 1963 were a fifth more than in 1962. But a large portion of the plantings was lost because of the heavy freeze in December. While heaviest losses occurred in the Ft. Myers-Immokalee area, damage extended into the main producing Pompano area. Total acreage for harvest was a little less than last year and 6 percent below the 1957-61 average. Marketings were at subnormal levels through most of February as fields that had been blossoming at the time of the cold wave produced below average yields. Later plantings made more favorable progress and shipments increased rapidly to heavy proportions in early March. Prices dropped sharply and by late March were at levels which restricted harvesting.

The winter market for green peppers should continue to show a slight expansion and 1964 needs should be at a comparatively high level. However, due to the high yield potential, a smaller acreage in 1964 would be sufficient to meet normal market requirements.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage with normal abandonment and a 1955-63 (less 1958) average yield would result in a production 8 percent more than in 1963.

1964 Acreage-Marketing Guides  
Winter Vegetables

Spinach

(California and Texas)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide  
below)

9,200                      1/ 63                      542

Background Statistics

1963 Prel.	8,200	7,400	56	416	8.71	3,622
1962	10,000	8,400	48	401	9.18	3,680
1957-61 Average	11,200	10,580	61	644	7.68	4,960
1952-56 "	15,560	13,860	48	657	7.09	4,644

1/ 1957-61 average yield by states.

Comments: Spinach production in the winter of 1963 was relatively light. In Texas, plantings were reduced because of dry weather. Also, cold weather caused acreage losses and low yields; the Texas crop was only 5 percent larger than the freeze-damaged 1962 crop and 46 percent below the 1957-61 average. Shipments out of the state had reached moderate levels when the freezing weather struck. Thereafter through February, only a light movement was recorded. Prices held at high levels until the last few weeks of the season. California producers also encountered unusually cold weather. However, crop losses were minor. The bulk of the crop was marketed within the State and prices were high.

It is anticipated that competing supplies of canned and frozen spinach in the early months of 1964 will be above the moderate levels of 1963. This is not likely, however, to affect significantly the demand for the fresh product. There should be ample outlets for a fresh supply larger than was produced in 1963. A 1964 acreage larger than in 1963 will be needed in Texas in order to adequately supply its normal outlets. Assuming average yields, a sufficient increase in production would be realized in California with no change in plantings.

1964 Guide: The 1964 guide is a planted acreage 15 percent larger than in 1963 in Texas and equal to 1963 in California. Such acreages, with normal abandonment and 1957-61 average yields by states will result in a production 30 percent larger than in 1963.



1964 Acreage-Marketing Guides  
Winter Vegetables

Tomatoes

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1964 Acreage Guide and  
Probable Production

(planted acreage 10 percent  
less than in 1963)

16,400                      1/ 180                      2,863

Background Statistics

1963 Prel.	18,200	17,800	185	3,293	8.30	27,332
1962	16,200	16,000	205	3,280	8.10	26,568
1957-61 Average	18,760	16,200	121	1,974	9.20	16,440
1952-56 "	17,260	16,520	117	1,946	9.38	18,458

1/ 1960-63 average yield.

Comments: Florida growers increased acreage 12 percent from 1962 when they produced a record-large tonnage. The crop outlook was reduced early in the season, however, as frosts caused varying degrees of damage throughout the state. Early fields were particularly affected. Supplies were below normal from mid-December through part of February. During this period, high prices prevailed. Then in early March, Florida shipments rose sharply to high levels as delayed fields matured at the same time as those originally intended for March harvest. As a result of the heavy late volume, winter production was even higher than in 1962. Prices during March were very low as a result of the burdensome supply condition. For the season, the extremes in prices were offsetting and a moderate average resulted.

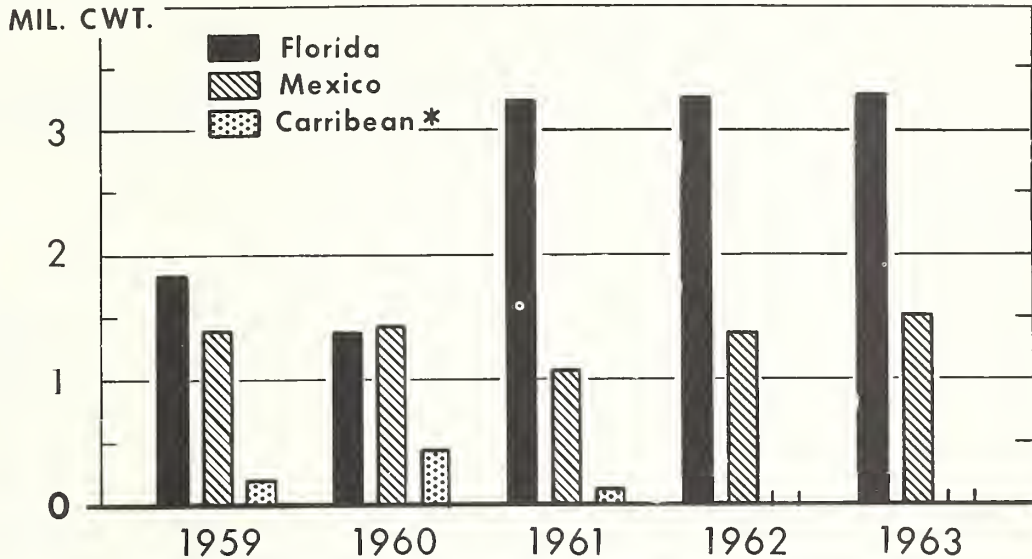
In the last three years, Florida has produced very large winter tomato crops. In each of these seasons, periods of low prices have occurred as supplies exceeded market requirements. A moderate reduction in crop size would improve the prospects for market stability in 1964.

1964 Guide: The 1964 guide is a planted acreage 10 percent less than in 1963. Such an acreage, with normal abandonment and a 1960-63 average yield would result in a production 13 percent less than in 1963.



## WINTER SEASON FRESH TOMATO SUPPLIES

*Florida Production Plus Imports*

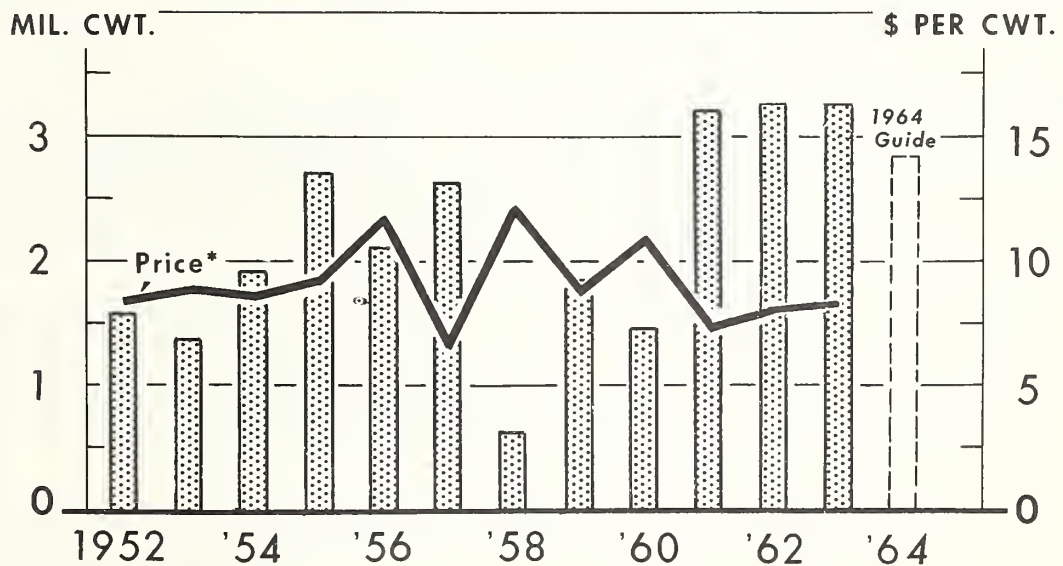


\* CUBA, BAHAMAS, DOM. REP., GUATEMALA AND LEEWARD AND WINDWARD ISLANDS  
(LESS THAN 5,000 CWT. IN 1962 AND 1963).

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 542-63 (7) AGRICULTURAL MARKETING SERVICE

## WINTER SEASON TOMATOES PRODUCTION AND PRICES



\* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 330-63 (7) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides  
Winter Potatoes

(California and Florida)

Year	: Acreage :		Yield per :	
	: Planted :	For Harvest:	acre	: Production
	(acres)		(cwt.)	(1,000 cwt.)

1964 Acreage Guide and  
Probable Production  
(see 1964 guide below)

California	12,000		1/ 219	2,628
Florida	7,900		1/ 148	1,158
Total	19,900		191	3,786

Background Statistics - Total:

1963 Prel.	20,300	20,200	196	3,952
1962	21,800	21,700	192	4,160
1957-61 Average	31,280	29,880	153	4,799

California:

1963 Prel.	12,000	12,000	220	2,640
1962	14,500	14,500	195	2,828
1957-61 Average	16,240	16,240	187	3,042

Florida:

1963 Prel.	8,300	8,200	160	1,312
1962	7,300	7,200	185	1,332
1957-61 Average	15,040	13,640	117	1,757

1/ 1960-63 average yield.

Comments: Total planted acreage of winter potatoes in 1963 was 7 percent below 1962, and was the smallest since 1952. A moderate increase in plantings in Florida was more than offset by a substantial reduction in California. In both states, yields per acre were relatively high. Total production was 5 percent below 1962, and sharply below average. Prices received by growers ranged from low levels in California to moderate levels in Florida.

In California, harvest began late in the fall but due to the pressure from heavy fall crop storage supplies, harvest proceeded slowly. In the southern San Joaquin Valley, some acreages were not dug until early April. Prices received by California growers ranged mostly from \$2.00 to \$2.20 per hundred-weight, which was close to the range reported for 1962 marketings.

In Florida, mid-December freezes slowed crop development, and some damage resulted. Harvest started in late December, but relatively little volume

developed until March, when the bulk of the crop was marketed. Prices received by growers in Florida peaked in February at \$4.50 per hundredweight and declined in March when supplies increased. The season average price was near \$3.10 per hundredweight. This compared with \$3.00 in the previous winter.

Winter crop potatoes provide only a nominal percentage of market needs during the winter and early spring. Fall crop production and the resulting storage supplies have been trending upward. In addition, holdings of processed potatoes have been building up. These trends in fresh and processed supplies have subjected winter crop growers to increasing market pressures.

These pressures will again be strong in 1964. The indicated 1963 fall crop acreage for harvest is only 1 percent less than a year earlier. With average yields, production and supplies in storage will again be in excess of needs. In spite of the special demand for Florida's new crop round reds, a smaller acreage would provide an adequate supply. Little change is anticipated in local market requirements for the California winter crop.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than 1963 in Florida and equal to 1963 in California. Such an acreage, with an abandonment of one percent in Florida and 1960-63 average yields by states, will result in a total production 4 percent less than in 1963.

